Tamagotchi!

TABLE OF CONTENTS

Legal..... A3
Logo..... A4
Fonts..... A5
Color Palette..... A6
Do's and Do Not's..... A7
Quick Reference..... A8

The Tamagotchi World
Relationship chart and Story..... B1 & B2

Character Art
Turn around references..... C1
Size and Color chart..... C2
Vector graphics..... C4
Rendered graphics..... C20

Design Style Kits
Explorations, Icons, and Badges..... D1
Chamametchi & Hapihapitchi..... D6
Style icons..... D8

Packaging Guide
Hang Tags..... E1
Sewn-in/Printed label..... E3

+ Asset Disk

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Stuff you must know...

About this Style Guide:
This Style Guide is provided for the sole purpose of assisting in the development of character merchandise pursuant to an applicable merchandise license agreement with Bandai Co., Ltd.
No part of this Style Guide, or any reproduction thereof, may be publicly displayed and/or transferred by you to any other party for any purpose whatsoever. Unauthorized use of this Style Guide could result in both criminal and civil penalties.

Trademarks and Copyrights:
Tamagotchi and all distinctive likenesses thereof are the property of Bandai Co., Ltd., WiZ (Co., Ltd.), Team Tamagotchi TV and protected under the copyright and trademark laws of Japan and internationally. Any use of these trademarks and copyrights must be approved.

Notices:
A legible legal notice must be included in all products, packaging, POP and advertising materials. Appropriate options are described in the Legal section of this Style Guide. It's the sole responsibility of the Licensee to ensure such legal notices are permanently affixed.

Colors:
Color options are specified in process, spot and web values. Whenever possible, please prioritize the use of process colors. Note: The colors, CMYK and web values listed throughout this Style Guide have not been evaluated by Pantone, Inc. and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc.

Approval Procedure:
Any usage of the Tamagotchi artwork, character names and likenesses must receive fully-written approval by Bandai Co., Ltd., in advance of use. Approval is based on character design, correct relationship between characters, appropriate use of colors and settings consistent with the property, as well as correct use of copyrights and trademarks. Please follow instructions on artwork, prototype and final sample submission from Bandai Co., Ltd. and/or its agents.

©BANDAI,WiZ,TV TOKYO,2009 Team TAMAGOTCHI TV

Legal

A legible copyright notice must be included on all finished products, packaging, advertising and promotional materials. The notice must be easily visible and permanently affixed. In the event a character appears multiple times on the same product, one copyright notice is sufficient.

Full and abbreviated notices are available. Please select the appropriate version according to your working area.

Full form:
©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Note: Please ensure that the "i"in the middle of WiZ is lower case. Omit spaces after commas and a period mark at the end.

For limited space only:
©B.W./ T.T.

Official Merchandise Mark:
Fully approved official Tamagotchi merchandise should proudly display the following mark. Please place it on a visible spot on your packaging once it is awarded.

- Note: Tamagotchi mark should always appear in magenta.

Official Tamagotchi Merchandise!

Approval: ABCD-XXYYZZ

Treatment example:

- Add a white outline around the mark and any additional texts to make both stand out.
- Insert Approval Code next to the Tamagotchi Merchandise Mark.

* Blue background not part of artwork.

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Logo

The Tamagotchi logo is striking, playful and bright. Not only it represents perfectly the charm and cheerfulness of the Tamagotchi world, but also impacts and captures consumers. Following are examples of the official approved treatments which should be prominently applied into all products, packaging and promotional materials.

Full Colors:

Use of Full Color logo must be prioritized. Colors must not be altered in any way.

Berry Red
(or PANTONE® 485)
C0 M100 Y100 K0
Web: #FF0000

Ocre Yellow
(or PANTONE® 109)
C0 M10 Y100 K0
Web: #FFE600

The colors shown on this page and throughout this Style Guide have not been evaluated by Pantone, Inc. and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc.

One tone logo:

Only when any color constraints apply.

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Fonts

The following optional typefaces capture the uniqueness and appeal of the Tamagotchi world. There are many styles to choose from that reflect the personality of our friends. When possible, match the fonts with each corresponding Tamagotchi and their product applications.

For headlines and general use:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Family Extra Black, Medium and Light BT
My Fonts, www.myfonts.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ravie Regular
My Fonts, www.myfonts.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Franklin Gothic Heavy
Monotype Imaging Inc., www.fonts.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

French Script MT
My Fonts, www.myfonts.com

No permission or license is granted for the use of any typography. Any costs associated with such use are the sole responsibility of the licensee.

For Mametchi use:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Big Sky
Urban Fonts, www.urbanfonts.com

For Lovelitchi use:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lucida Handwriting Italic
Monotype Imaging Inc., www.fonts.com

For Memetchi use:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gigi
My Fonts, www.myfonts.com

For Kuchipatchi use:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Copacetix
F Fonts, www.ffonts.net

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Color Palette

Days in Tamagotchi Town are filled with exciting adventures and cheerful characters who are perfectly reflected in its vibrant color palette. An array of sparkling, bright tones that can light everyone blend in harmony with soft, delicate shades to give a soothing appeal.

Baby Rose
(or PANTONE® 196)
C0 M25 Y20 K0
Web: #FFC0B2

Hearty Pink
(or PANTONE® 211)
C0 M55 Y0 K0
Web: #F775B9

Berry Red
(or PANTONE® 485)
C0 M100 Y100 K0
Web: #FF0000

Pumpkin Orange
(or PANTONE® 136)
C0 M27 Y76 K0
Web: #FEBA35

Fresh Orange
(or PANTONE® 1375)
C0 M34 Y100 K0
Web: #FFA800

Tangerine
(or PANTONE® 1585)
C0 M50 Y100 K0
Web: #FF7F00

Pudding Yellow
(or PANTONE® 101)
C0 M0 Y48 K0
Web: #FFFF85

Yellow
(or PANTONE® 106)
C0 M0 Y100 K0
Web: #FFFF00

Ocre Yellow
(or PANTONE® 109)
C0 M10 Y100 K0
Web: #FFE600

Spring Green
(or PANTONE® 386)
C13 M0 Y61 K0
Web: #DEF165

Lime
(or PANTONE® 380)
C21 M0 Y100 K0
Web: #C9E60C

Turtle Green
(or PANTONE® 375)
C40 M0 Y100 K0
Web: #99CF16

Prince Blue
(or PANTONE® 297)
C60 M0 Y0 K0
Web: #67C6DD

Star Blue
(or PANTONE® 278)
C56 M19 Y0 K0
Web: #71A4CD

Royal Blue
(or PANTONE® 2955)
C90 M50 Y0 K40
Web: #153362

Savon Lilac
(or PANTONE® 530)
C15 M30 Y0 K0
Web: #D6AAD3

Fresh Violet
(or PANTONE® 252)
C25 M55 Y0 K0
Web: #BC6AB2

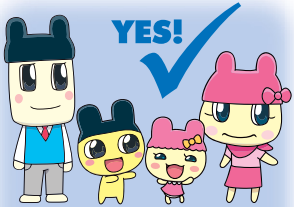
Magenta
(or PANTONE® Rhodamine Red)
C0 M100 Y0 K0
Web: #F0037F

The colors shown on this page and throughout this Style Guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate colors. PANTONE® is the property of Pantone, Inc.

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI, TV

Do's and Do Not's

The Tamagotchi artwork appearing in this Style Guide has been specially designed for use in general merchandising. Depending on the artwork program, some restrictions may apply. This section will help you identify its correct use and provide the guidelines to achieve your ultimate Tama-experience!



It is great to have a loving family and friends! That's exactly how life in the Tamagotchi World should always be represented; as a peaceful environment where your loved ones are key.

Mametchi, Lovelitchi, Memetchi and Kuchipatchi love to stroll the big city! And as main characters, they make sure to have great adventures and bring their friends along. As a rule, make sure the four of them are in the spotlight!

It's OK to flop character art, however, please note that some characters have certain elements that should always match their original orientation.

To preserve its uniqueness, some artwork was designed as layered bitmaps or vector files. You may combine the backgrounds but when working with characters, please DO NOT mix file types. Additionally, make sure the outlines are not altered in any way.

You may crop artwork but please leave both eyes visible.

©BANDAI, WIZ/TV TOKYO, 2009 Team TAMAGOTCHI TV

Character Quick Reference

Wanna know who are the coolest Tamagotchis in town? Well, take a look below! They are the stars of the show after all! In order of importance, start with Mametchi and Lovelitchi from left to right until you reach the bottom.

MAMETCHI

LOVELITCHI

KUCHIPATCHI

MEMETCHI

HAPIHAPITCHI

CHAMAMETCHI

KIKITCHI

FLOWERTCHI

KUROMAMETCHI

MAKIKO

GOZARUTCHI

SPACEYTCHI

AKASPETCHI

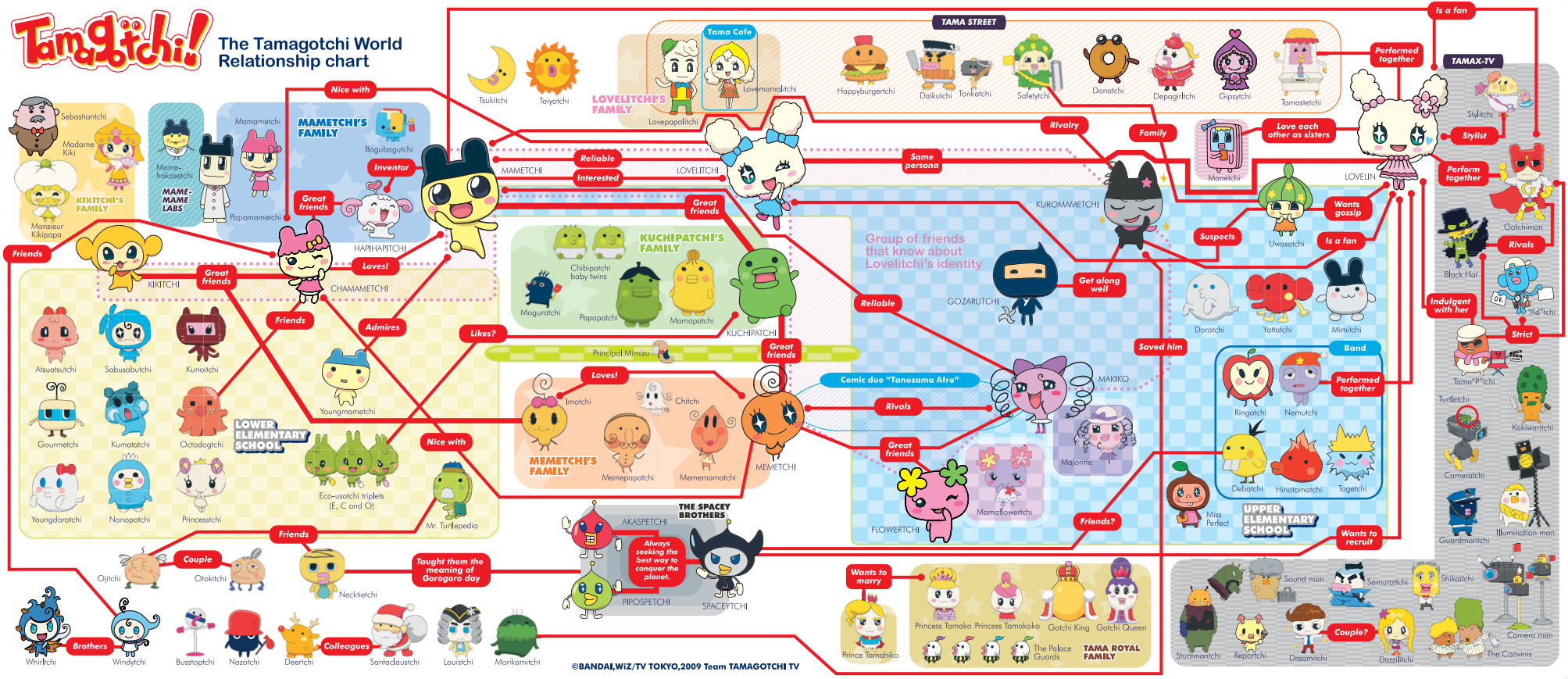
PIPOSPETCHI

1 MAIN CHARACTERS

2 FRIENDS

3 THE MEANIES

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV


Tamagotchi!
The Tamagotchi World Relationship chart
Tsukitchi
Taiyotchi
LOVELITCHI'S FAMILY
Tama Cafe
Lovepapolitchi
Lovemamalitchi
TAMA STREET
Happyburgertchi
Daikutchi
Tonkotchi
Safetytchi
Donatchi
Depagirltchi
Gipsytchi
Tamastetchi
Is a fan
Performed together
TAMAX-TV
Stylitchi
Stylist
Perform together
Gotchiman
Rivals
Black Hat
Ad*tchi
Indulgent with her
Strict
Tama*P*tchi
Turtletchi
Kakiwantchi
Cameratchi
Illumination man
Guardmantchi
Camera men
The Convinis
Sebastiantchi
Madame Kiki
Mansieur Kikipapa
KIKITCHI'S FAMILY
Mame-hakasetchi
MAME-MAME LABS
Mamametchi
Papamametchi
MAMETCHI'S FAMILY
Bagubagutchi
Inventor
HAPIHAPITCHI
Nice with
Great friends
Friends
KIKITCHI
Great friends
CHAMAMETCHI
Loves!
Friends
Admires
Likes?
Atsuatsutchi
Sabusabutchi
Kunoitchi
Gourmetchi
Kumatatchi
Octodogtchi
Youngdorotchi
Nonopotchi
Princesstchi
LOWER ELEMENTARY SCHOOL
Youngmametchi
Eco-usatchi triplets (E, C and O)
Nice with
Mr. Turtlepedia
MAMETCHI
Reliable
Interested
LOVELITCHI
Same persona
Great friends
KUCHIPATCHI'S FAMILY
Chibipatchi baby twins
Moguratchi
Papapatchi
Mamapatchi
KUCHIPATCHI
Principal Mimizu
Great friends
Loves!
Imotchi
Chitchi
MEMETCHI'S FAMILY
Memepapatchi
Memamamatchi
MEMETCHI
Rivalry
Family
Manetchi
Love each other as sisters
LOVELIN
KUROMAMETCHI
Wants gossip
Suspects
Uwasatchi
Is a fan
Group of friends that know about Lovelitchi's identity
Reliable
GOZARUTCHI
Get along well
Dorotchi
Yattotchi
Mimitchi
Saved him
Comic duo "Tanosama Afro"
MAKIKO
Band
Performed together
Ringotchi
Nemutchi
Rivals
Great friends
Majorittе
Debatchi
Hinotamatchi
Togetchi
UPPER ELEMENTARY SCHOOL
Miss Perfect
MamaFlowertchi
FLOWERTCHI
Friends?
Wants to recruit
THE SPACEY BROTHERS
AKASPETCHI
Always seeking the best way to conquer the planet.
PIPOSPETCHI
SPACEYTCHI
Taught them the meaning of Gorogoro day
Friends
Ojitchi
Couple
Otokitchi
Necktietchi
Wants to marry
Prince Tamahiko
Princess Tamako
Princess Tamakoko
Gotchi King
Gotchi Queen
The Palace Guards
TAMA ROYAL FAMILY
Sound man
Samuraitchi
Shikaitchi
Stuntmantchi
Reportchi
Dreamitchi
Couple?
Dazzlitchi
Brothers
Whirltchi
Windytchi
Busstoptchi
Nazotchi
Deertchi
Colleagues
Santaclaustchi
Louistchi
Monkamitchi
©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV
B1

STORY

Join Mametchi and Lovelitchi in their new and exciting adventures along with Chamametchi, Kikitchi and the rest of their Tama-friends at the colorful Tama Town!

As our friends welcome new transfer students at their school, the surprises never end! What secret does the pretty Lovelitchi hide? And which are the real intentions of the wacky Spacey Brothers and their mischievous boss?

A true story of friendship and many happy days waits ahead!

©SANDAI,WEZ/TV TOKYO,2009 Team TAMAGOTCHI TV

CHARACTER ART

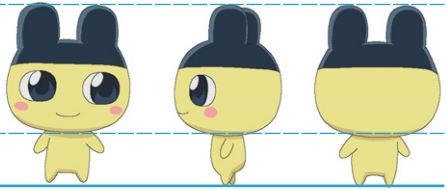
©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI-TV

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Character Art

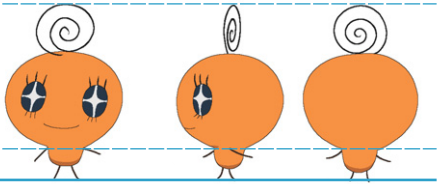
Turn around references

MAMETCHI

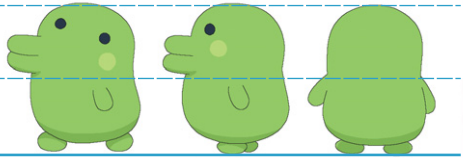


LOVELITCHI

MEMETCHI



KUCHIPATCHI



CHAMAMETCHI

KIKITCHI

HAPIHAPITCHI

Disclaimer:
Please note that these poses are provided exclusively as reference when developing 3D merchandise. For best viewing of these files, consult Asset Disk. In case further information is necessary, please contact Brand Assurance.

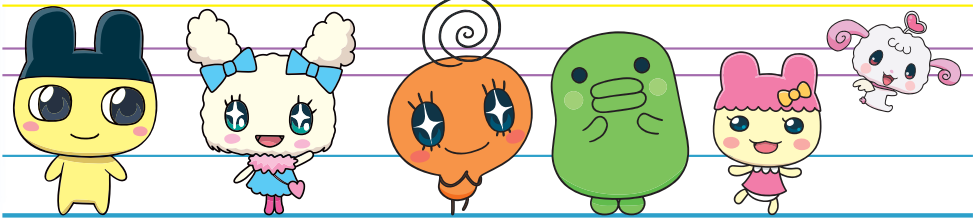
©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Character Art

Size/ Color chart

This chart reflects the corresponding size of the main characters and also their order of importance. When developing character merchandise, please prioritize the use of these characters.

1 Main Characters **2 Secondary Characters**



MAMETCHI

- Body (PANTONE® 101) C0 M0 Y60 K0 Web: #FFFF67F
- Eyes (PANTONE® 540) C90 M80 Y60 K40 Web: #1E2F40
- Cheeks (PANTONE® 176) C0 M39 Y23 K0 Web: #FB9D9E
- Ears (PANTONE® 534) C100 M75 Y55 K45 Web: #002F42
- Eye shade (PANTONE® 647) C87 M75 Y50 K15 Web: #30455F
- White C0 M0 Y0 K0 Web: #FFFFFF

LOVELITCHI & LOVELIN

- Ribbons, dress (PANTONE® 305) C55 M0 Y0 K0 Web: #6BC8F2
- Tongue (PANTONE® 1797) C20 M75 Y45 K0 Web: #CB5D6A
- Bag (PANTONE® 223) C0 M50 Y0 K0 Web: #F19EC2
- Cheeks (PANTONE® 230) C0 M35 Y0 K0 Web: #F6BFD7
- Eye shade (PANTONE® 3272) C90 M10 Y50 K0 Web: #009891
- Inside of mouth (PANTONE® 1777) C45 M90 Y70 K5 Web: #993844
- Collar (PANTONE® 236) C0 M30 Y0 K0 Web: #F7C9DD
- Boots (PANTONE® 212) C0 M80 Y0 K0 Web: #E85298
- Eyes (PANTONE® 540) C100 M80 Y60 K35 Web: #003145
- Body White C0 M0 Y0 K0 Web: #FFFFFF

*In LOVELIN form...
(Refer to character artwork pages)

- Make up heart (PANTONE® 305) C55 M0 Y0 K0 Web: #6BC8F2
- Dress, pin, flower (PANTONE® 236) C0 M30 Y0 K0 Web: #F7C9DD
- Dress 2nd layer (PANTONE® 212) C0 M80 Y0 K0 Web: #EB5298
- Dress 3rd layer White C0 M0 Y0 K0 Web: #FFFFFF
- Necklace (PANTONE® 230) C0 M35 Y0 K0 Web: #F6BFD7
- Boots (PANTONE® 223) C0 M50 Y0 K0 Web: #F19EC2
- Flower accent (PANTONE® 1895) C0 M10 Y0 K0 Web: #FDEFF5

MEMETCHI

- Body (PANTONE® 1375) C0 M50 Y80 K0 Web: #F39939
- Eyes (PANTONE® 540) C100 M80 Y60 K35 Web: #003145
- White C0 M0 Y0 K0 Web: #FFFFFF
- Cheeks (PANTONE® 1787) C0 M70 Y60 K0 Web: #EC6D56
- Eye shade (PANTONE® 7462) C100 M70 Y45 K5 Web: #004E6F

KUCHIPATCHI

- Body (PANTONE® 375) C55 M0 Y85 K0 Web: #7EC04D
- Eyes (PANTONE® 540) C100 M80 Y60 K35 Web: #003145
- Cheeks (PANTONE® 380) C40 M0 Y70 K0 Web: #A9D068
- Tongue (PANTONE® 1797) C0 M65 Y30 K0 Web: #ED7987

CHAMAMETCHI

- Hat, dress (PANTONE® 211) C0 M65 Y5 K0 Web: #EC7AA7
- Tongue (PANTONE® 1797) C0 M65 Y30 K0 Web: #ED7987
- Cheeks (PANTONE® 196) C0 M40 Y25 K0 Web: #F5B1AA
- Eyes (PANTONE® 540) C100 M80 Y60 K35 Web: #003145
- Eye sparkles (PANTONE® 2995) C80 M20 Y20 K0 Web: #0099BD
- Ribbon (PANTONE® 106) C0 M20 Y75 K0 Web: #FDD34E
- Skin Yellow (30%) C0 M0 Y30 K0 Web: #FFFBC7
- Collar, trousers White C0 M0 Y0 K0 Web: #FFFFFF
- Eye shade (PANTONE® 7469) C100 M70 Y45 K5 Web: #004E6F

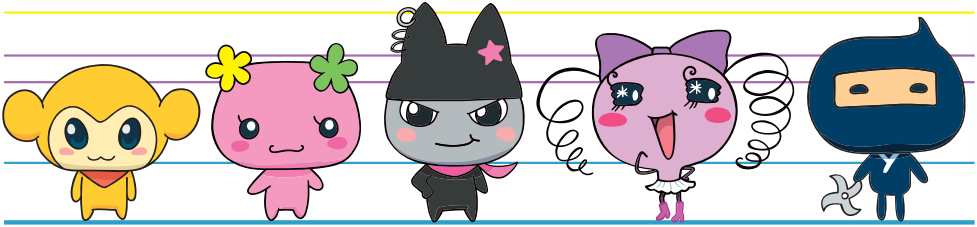
HAPIHAPITCHI

- Skin, antenna (PANTONE® 656) C3 M3 Y1 K0 Web: #F9F9FB
- Nose, ears, collar (PANTONE® 210) C5 M35 Y0 K0 Web: #EDBCD6
- Wings White C0 M0 Y0 K0 Web: #FFFFFF
- Tongue (PANTONE® 1797) C0 M65 Y30 K0 Web: #ED7987
- Eye shade (PANTONE® 1945) C20 M80 Y50 K10 Web: #BE4C59
- Antenna heart (PANTONE® 212) C0 M70 Y10 K0 Web: #E86D9A
- Cheeks (PANTONE® 182) C0 M25 Y10 K0 Web: #F9D2D4
- Inside mouth (PANTONE® 1777) C45 M90 Y70 K5 Web: #993844
- Eyes (PANTONE® 540) C100 M80 Y60 K35 Web: #003145

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

In case of any color limitation, please contact Brand Assurance. There are additional color guides available in the Asset Disk.

The colors shown on this page and throughout this Style Guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate colors. PANTONE® is the property of Pantone, Inc.



KIKITCHI

- Body
  (PANTONE® 115)
  C0 M20 Y90 K0
  Web: #FDD108
- Handkerchief
  (PANTONE® 178)
  C0 M70 Y60 K0
  Web: #ECBD56
- Eyes
  (PANTONE® 540)
  C100 M80 Y60 K35
  Web: #003145
- Face
  Yellow (30%)
  C0 M0 Y30 K0
  Web: #FFFBC7
- Cheeks
  (PANTONE® 1765)
  C0 M40 Y25 K0
  Web: #F5B1AA
- Eye shade
  (PANTONE® 2728)
  C100 M70 Y45 K5
  Web: #004E6F

FLOWERTCHI

- Body
  (PANTONE® 223)
  C0 M50 Y0 K0
  Web: #F19EC2
- Eyes
  (PANTONE® 540)
  C100 M80 Y60 K35
  Web: #003145
- Cheeks
  (PANTONE® 212)
  C0 M75 Y0 K0
  Web: #EA609E
- Left flower
  (PANTONE® 375)
  C55 M0 Y85 K0
  Web: #7EC04D
- Right flower
  (PANTONE® 106)
  C0 M0 Y100 K0
  Web: #FFF100

KUROMAMETCHI

- Hat, body
  (PANTONE® 447)
  C80 M70 Y70 K40
  Web: #33383A
- Star, handkerchief
  (PANTONE® 211)
  C0 M65 Y0 K0
  Web: #EC7AAC
- Eyes
  (PANTONE® 433)
  C90 M80 Y70 K50
  Web: #18272F
- Cheeks
  (PANTONE® 176)
  C0 M40 Y20 K0
  Web: #F5B2B2
- Skin
  (PANTONE® Cool Gray 5)
  C30 M20 Y20 K0
  Web: #BDC3C4
- Earrings
  (PANTONE® Cool Gray 2)
  C20 M15 Y15 K0
  Web: #D3D4D3

MAKIKO

- Ribbon
  (PANTONE® 528)
  C35 M60 Y0 K0
  Web: #B077B0
- Tongue
  (PANTONE® 1797)
  C0 M65 Y30 K0
  Web: #ED7987
- Inside of mouth
  (PANTONE® 1777)
  C45 M90 Y70 K5
  Web: #993844
- Cheeks
  (PANTONE® Rhodamine Red)
  C0 M85 Y20 K0
  Web: #E8447E
- Eyes
  (PANTONE® 540)
  C100 M80 Y60 K35
  Web: #003145
- Skin
  (PANTONE® 530)
  C10 M35 Y0 K0
  Web: #E4B8D5
- Dress
  White
  C0 M0 Y0 K0
  Web: #FFFFFF
- Boots
  (PANTONE® 252)
  C20 M75 Y0 K0
  Web: #CA5B9D

GOZARUTCHI

- Outfit
  (PANTONE® 2955)
  C95 M65 Y20 K40
  Web: #003C6B
- Skin
  (PANTONE® 7507)
  C0 M20 Y45 K0
  Web: #FCD697
- Eyes
  (PANTONE® 540)
  C100 M80 Y60 K35
  Web: #003145
- Robe flap
  White
  C0 M0 Y0 K0
  Web: #FFFFFF

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

MAMETCHI

There's more in Mametchi than just all brains! He is creative and adventurous and always makes everyone around him happy with his wacky experiments and ideas. He may not be the best when it comes to singing or painting, but makes sure to give it a try with lots of enthusiasm!

Mametchi_01.eps

Mametchi_02.eps

Mametchi_03.eps

Mametchi_04.eps

Mametchi_05.eps

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

Mametchi_06.eps

Mametchi_07.eps

Mametchi_08.eps

Mametchi_09.eps

*Mametchi_10.eps

Guideline:
For use in settings in which Mametchi is surprised.

*Mametchi_11.eps

CAUTION:
Use only within restricted settings. Do NOT use in general merchandise.

Mametchi_12.eps

Mametchi_13.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

LOVELITCHI & LOVELIN

Sweet Lovelitchi's alter-ego is super star Lovelin! Her biggest dream is to make people happy through her songs which she writes with all her heart. She attends the same class as Mametchi, but keeps her identity secret.

Lovelitchi_01.eps

Lovelitchi_02.eps

Lovelitchi_03.eps

Lovelitchi_04.eps

Lovelitchi_05.eps

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

Lovelitchi_06.eps

Lovelitchi_07.eps

Lovelitchi_08.eps

Lovelitchi_09.eps

Lovelitchi_10.eps

***In LOVELIN form...**

(*) Indicates Lovelin poses. When creating compositions, please note that Lovelitchi and Lovelin must not appear together as essentially they are the same persona.

Lovelin_01.eps *

Lovelin_02.eps *

Lovelin_03.eps *

Lovelin_04.eps *

Lovelin_05.eps *

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

MEMETCHI

Sparkly eye Memetchi can light any place by just batting her long eyelashes! With her characteristic perfectly curled hair, this girl makes sure to look positively into any situation no matter how challenging it may be!

Memetchi_01.eps

Memetchi_02.eps

Memetchi_03.eps

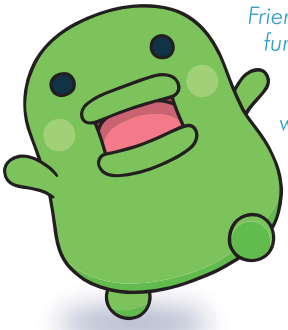
Memetchi_04.eps

Memetchi_05.eps

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

KUCHIPATCHI

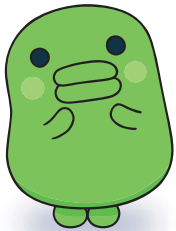
Friendly Kuchipatchi is a care-free, funny and clumsy Tamagotchi that will steal your heart! When he isn't busy with school or hanging around with his friends, he likes to spend most of his time at the hot springs. His greatest passion is eating as much delicious food as he can.



Kuchpatch_01.eps

Kuchpatc_02.eps

Kuchpatch_03.eps



Kuchpatch_04.eps

Kuchpatch_05.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

CHAMAMETCHI

This little girl is Chamametchi. She is polite and cute and likes to join her older brother Mametchi anywhere he goes! Though she might seem a bit stubborn from time to time, Chamametchi is really kind and clever and always ready to help her friends.

Chamatchi_01.eps

Chamatchi_02.eps

Chamatchi_03.eps

Chamatchi_04.eps

Chamatchi_05.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Chamatchi_06.eps

*Chamatchi_07.eps

*Chamatchi_08.eps

Please note:
Artwork marked with * for use only within restricted settings. Do NOT use in general merchandise.

Hapihatchi_01.eps

Hapihatchi_02.eps

Hapihatchi_04.eps

Hapihatchi_03.eps

HAPIHAPITCHI

Born as one of Mametchi's inventions, cute Hapihapitchi collects happiness and spreads it to everyone! Hapihapitchi has the ability to produce smiles.

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

KIKITCHI

New comer Kikitchi attends the same class as Chamametchi. He is a little mischievous and loves joking and playing tricks. However, when it's time to be serious, he is indeed a true, loyal friend.

Kikitchi_01.eps

Kikitchi_02.eps

Kikitchi_04.eps

Kikitchi_03.eps

Kikitchi_05.eps

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

Flowertchi_01.eps

Flowertchi_02.eps

Flowertchi_03.eps

FLOWERTCHI

Best friends with Memetchi. Loves collecting flowers!

KUROMAMETCHI

A lonely wolf. Doesn't talk much but is a good friend!

Kuromatchi_01.eps

Kuromatchi_02.eps

Makiko_01.eps

Makiko_02.eps

MAKIKO

Has lots of pride. Dislikes rainy days as they ruin her curls!

Makiko_03.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

GOZARUTCHI

Forever practicing how to become a real ninja! He is sleek, but very sleepy most of the time!

Gozatchi_01.eps

Gozatchi_02.eps

Uwasatchi_02.eps

UWASATCHI

Loves all the juicy gossip! She becomes very suspicious about Lovelitchi's identity...

Uwasatchi_01.eps

Uwasatchi_03.eps

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

THE SPACEY BROTHERS

SPACEYTCHI

Self-named boss of the "Spacey brothers". A "truly bad guy" in his own little mind.

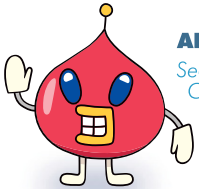
Spacetchi_01.eps

Spacetchi_02.eps

Spacetchi_03.eps

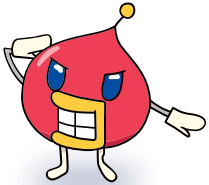
AKASPETCHI

Second in command. Cheerful and reliable but a bit naive.

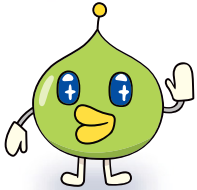


Akasptchi_01.eps

Akasptchi_03.eps



Akasptchi_02.eps

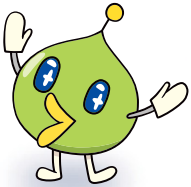


Pipostchi_01.eps

Pipostchi_03.eps

PIPOSPETCHI

Smart and straight-forward. Speaks in a strange language.

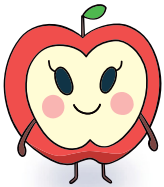


Pipostchi_02.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Character Art

Vector graphics



Ringotchi_01.eps

Ringotchi_02.eps

RINGOTCHI

She tends to see things in a simple way. Competes always with Makiko.

MIMITCHI

She loves to count things! A real Math wiz!

Mimitchi_01.eps

Togetchi_01.eps

TOGETCHI

Despite his spiky looks, little Togetchi is all sweets!

Youngma_01.eps

Youngma_02.eps

YOUNGMAMETCHI

Idolizes Mametchi. Gentle and straightforward

Ciaotchi_01.eps

Ciaotchi_02.eps

CIAOTCHI

Cute Ciaotchi is a famous artist. She enjoys a nice talk.

©BANDAI,WIZ,TV TOKYO,2009 Team TAMAGOTCHI TV

Hinotama_01.eps

HINOTAMATCHI

A bit rebellious and a "Rock n' Roll" lover!

Shimatchi_01.eps

SHIMASHIMATCHI

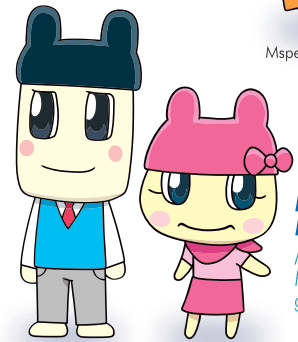
Happy Shimashimatchi likes striped things!

MISS PERFECT

Lovable home room teacher of Mametchi's class. She awards notes for well achieved work!

Msperfec_01.eps

Msperfec_02.eps



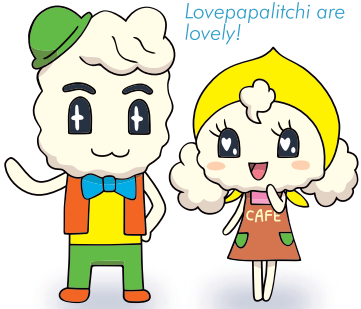
Papamatchi_01.eps Mamatchi_01.eps

MAMETCHI'S MOM & DAD

Mamametchi and Papamametchi are great parents!

LOVELITCHI'S MOM & DAD

Lovemamalitchi and Lovepapalitchi are lovely!



Lovepatchi_01.eps Lovematchi_01.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

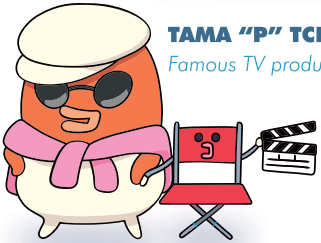
Character Art

Vector graphics

Gotchima_01.eps

GOTCHIMAN

Legendary TV superhero



Tamaptchi_01.eps

TAMA "P" TCHI

Famous TV producer

Manetchi_01.eps

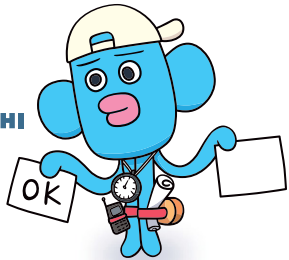
MANETCHI

Lovelin's reliable manager

Repotchi_01.eps

REPORTCHI

Tenacious TV reporter



Adtchi_01.eps

"AD" TCHI

Production assistant

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

TELELIN

Lovelitchi's cyber-friend.

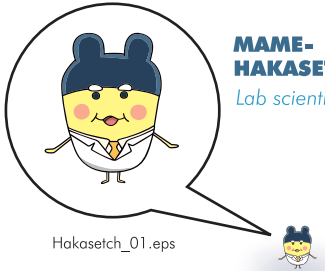
Telelin_01.eps

Telelin_02.eps

Telelin_03.eps

MAME-HAKASETCHI

Lab scientist



Hakasetch_01.eps

DONATCHI

Doughnut vendor

Donatch_01.eps

Gipsytch_01.eps

GIPSYTCHI

Fortune-teller

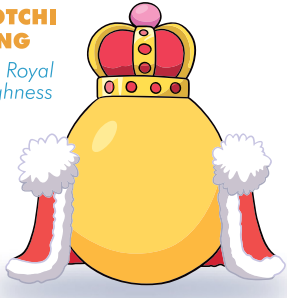
The Palace Guards

(*Additional colors available in Asset Disk)

*Guard_01.eps

GOTCHI KING

His Royal Highness



Gotchking_01.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

TAMAGOTCHI KEY VISUALS

TAMA STREET
Tamast_01.psd

TAMA STREET MAIN VISUAL
Main_visual_01.psd

Please note:
Prioritize the use of these two key visuals in connection with any promotional, advertising and general marketing materials baed on the Tamagotchi TV series. In case additional characters are added into the designs, consider the character priority guidelines listed throughout this Style Guide.

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

TAMA CAFE

Cafe_01.psd

TAMA PICNIC

Picnic_01.psd

Backgrounds appearing in these compositions may be used with different character poses. Character artwork may be used by itself.

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Character Art

Rendered graphics

LOVELIN'S CONCERT

Concert_01.psd

Mameku_beach_01.psd

Mametchi, Memetchi and Kuchipatchi key art may be replaced with these poses.

A DAY AT THE BEACH

Beach_01.psd

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

TV PROGRAM SAFARI

Safari_01.psd

ICE SKATING IS FUN!

Skating_01.psd

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

A DAY AT SCHOOL
School_01.psd

SPORT'S DAY
Sports_01.psd

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

JAPANESE NEW YEAR

Newyear_01.psd

HAPPY HALLOWEEN!

Hallowe_01.psd

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

MERRY CHRISTMAS!
Chrisma_01.psd

CHRISTMAS PARTY
Chrisma_02.psd

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

DESIGN
STYLE KITS
©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Note about this artwork:
Other characters may be combined with the elements depicted in these pages.
Texts may also be modified and translated into other languages if necessary.

Design Style Kits

Design explorations/ Icons/ Badges

"LET'S BAKE COOKIES"

Cookies_01.eps

Cookie_lo_01.eps

Cookie_lo_02.eps

Cookie_lo_03.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Design Style Kits

Design explorations/ Icons/ Badges

"CLOUD TRAVEL"

Cloud_01.eps

Cloud_lo_01.eps

Cloud_lo_02.eps

Cloud_lo_03.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

"TAMA ARTIST"

Artist_01.eps

Artist_lo_01.eps

Artist_lo_02.eps

Artist_lo_03.eps

Artist_lo_04.eps

Artist_lo_05.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Design Style Kits

Design explorations/ Icons/ Badges

"SNOW TIME"

TAMAGOTCHI
The long-awaited snow has fallen!
Everyone, let's make the snowman from together!!
It is very very happy!!!
TAMAGOTCHI HAPPY SNOW TIME ★

Ha_snow_01.eps

Ha_snow_lo_01.eps

Ha_snow_lo_02.eps

Ha_snow_lo_03.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Note about this artwork:
Other characters may be combined with the elements depicted in this page. Additionally, fruit icons may also be replaced with different styles (see Icon Sets).

"FRESH FRUITS"

Fruits_01.eps

Fruits_lo_01.eps

Fruits_lo_02.eps

Fruits_lo_03.eps

Fruits_lo_04.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Design Style Kits

Chamametchi & Hapihapitchi/ Badges/ Patterns

Hp_Ba_01.eps

Ch_Ba_01.eps

Ch_Ba_02.eps

Hp_Ba_02.eps

Ch_Hp_Gr_01.eps

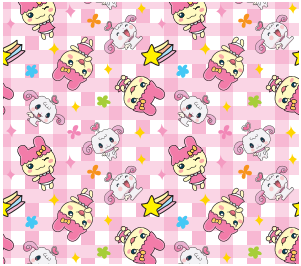
Ch_Hp_Gr_02.eps

Ch_Hp_Gr_03.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Note:
Background colors may be changed in all patterns.
In addition, character outline colors may be changed to accentuate features and to enhance the composition.
Except for patterns which include names, different characters may also be used along with backgrounds.

Ch_Ha_Pat_01.eps



Ch_Ha_Pat_02.eps

Ch_Ha_Pat_03.eps

Ch_Ha_Pat_04.eps

Ch_Ha_Pat_05.eps

Ch_Ha_Pat_06.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Design Style Kits

BLOCK STYLE ICONS

Icon_set_Bl_01.eps

Icon_set_Bl_02.eps

Icon_set_Bl_03.eps

Icon_set_Bl_04.eps

ABSTRACT STYLE ICONS

Icon_set_Ab_01.eps

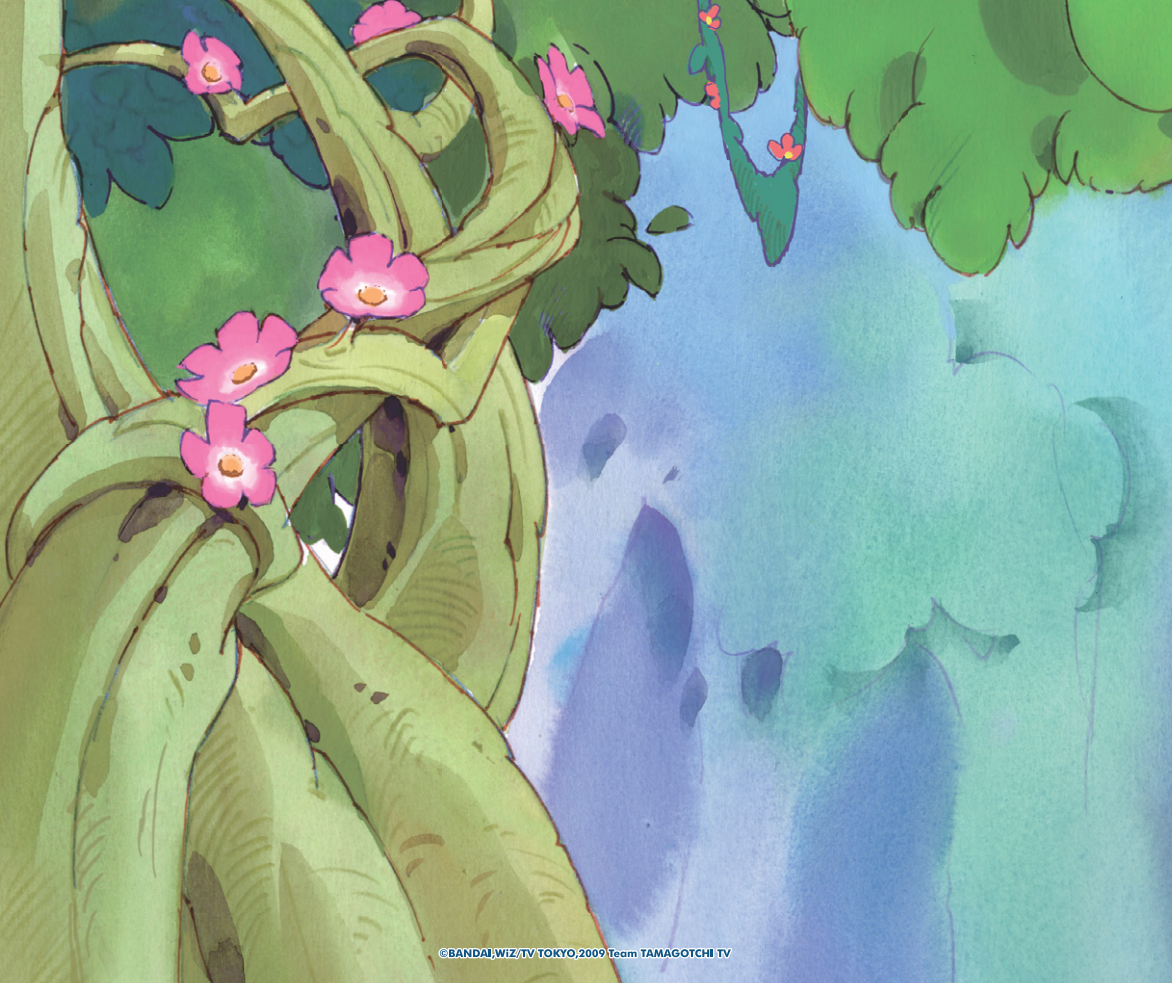
Icon_set_Ab_02.eps

Icon_set_Ab_03.eps

Icon_set_Ab_04.eps

©BANDAI,WIZ/TV TOKYO,2009 Team TAMAGOTCHI TV

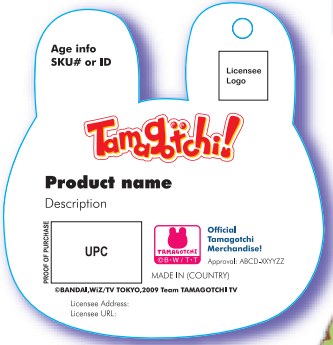
PACKAGING
GUIDE
OK
©BANDAI,WiZ,TV TOKYO,2009 Team TAMAGOTCHI TV


©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Hang_Tag_01.eps

HANG TAGS

Must include-checklist:
· Logo
· Licensee logo
· Copyright notice
· Official Merchandise Mark
· Approval code
· Age and SKU/ID indicator



Hang_Tag_R_01.eps

PLEASE NOTE: Packaging and labelling options in this section are not mandatory but merely a reference on the basic information that is necessary. Depending on its production capabilities, Licensees may utilize these options or design their own. In both cases, please consult Brand Assurance beforehand.

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

Hang_Tag_02.eps

Please note:
- Full copyright notice may appear on front or back.
- Only one notice necessary per design.

Hang_Tag_03.eps

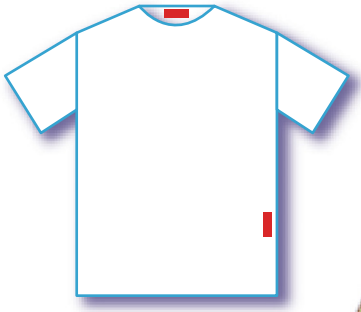
Hang_Tag_04.eps

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

SEWN-IN/ PRINTED LABEL

Must include-checklist:
· Logo
· Copyright notice

Label_01.eps



PLEASE NOTE: Whether it's sewn or printed, use one single color for logo in label. In case there are any space constraints, the abbreviated version copyright notice may be selected instead. Whenever the Tamagotchi label is used in connection with Licensee branding, it may be applied as a secondary element.

©BANDAI,WiZ/TV TOKYO,2009 Team TAMAGOTCHI TV

TV Animation
Style Guide version 1
Episodes 1 to 26